

A chance to improve student skills

Free teaching materials for your colleagues and their students!



It's about us 2010 CENSUS IN SCHOOLS

The U.S. census happens only once a decade. Make sure your colleagues and their students benefit from this teaching opportunity. Offered **free of charge** to schools nationwide by the U.S. Census Bureau, the **2010 Census: It's About Us** initiative provides countless learning opportunities for students—in curriculum areas ranging from data literacy to civic responsibility.

As a school media specialist, you can help make a difference in your school and community by helping to promote participation in the 2010 Census—a vitally important national and community imperative.

See inside for details on this wide-ranging program you'll want to know more about—and that you'll want to share with teachers!



SCHOLASTIC

United States[®]
**Census
2010**

It's In Our Hands

Get ready.

2010 Census: It's About Us is coming!



Soon your school's principal—and other K-8 principals across the country—will receive a **2010 Census: It's About Us** Principal's Kit.

This exciting nationwide program delivers key lessons to students and provides information about how important the census is to your community and to the country as a whole.

Media specialists like you are veterans at introducing teachers to new materials and technologies that match real-world classroom needs. We've made it easy for you to make **2010 Census: It's About Us** a vital part of your school's curriculum this coming school year.

The 2010 Census

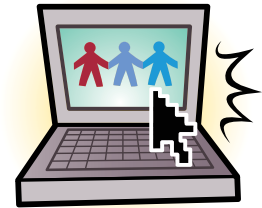
Make it count.



As the only national civic event that demands universal participation, the census is of monumental significance. It provides a demographic portrait of our nation, and is the basis of local and national planning of all kinds.

The decennial census shows who we are as a people. Awareness of the value and importance of an accurate census—and the lessons it holds across a range of curriculum areas for students in all grades—is the basis of the flexible, educator-friendly **2010 Census: It's About Us** program.

A classroom program with print and online components



2010 Census: It's About Us is a multimedia initiative.

- Your school's principal will soon receive a kit with 10 full-color, double-sided **maps** and **quick-start teaching guides** with activities ready for immediate use.
- Your colleagues will find printable **lessons**, corresponding **worksheets**, and support materials online at **www.census.gov/schools**.
- Their students will have **grade-appropriate** lessons on mapping, managing data, community participation, and the census itself.
- Schools will receive print materials, all of which are also available **online**.



Program themes that resonate and inspire

“It’s in our hands,” the motto for the 2010 Census, encourages civic responsibility. It reminds us that participation is an opportunity to have a voice in **our shared future**. That message, **“It’s about us,”** is the theme of the 2010 Census teaching materials—encouraging students to view the census as a portrait of themselves, their households, and their communities.

Serious Support to Educators

2010 Census: It’s About Us provides support to teachers with:

- a range of fun and relevant **teaching tools** that highlight census data as educational resources;
- materials that meet specific **curriculum** needs and that validate various **styles of learning**;
- lesson plans that correlate with **national standards** in math, geography, social studies, and English language arts.



Census in Schools Week

Ask your school’s principal to designate a week from January to March 2010 as **Census in Schools Week**. For that week, teachers can devote 15 minutes of each day to a new census mini-lesson, which will be provided online. We’re encouraging principals to choose a week as **Census in Schools Week** that best fits into the school calendar and use it for census-focused teaching.

2010 Census: It’s About Us is FREE

The U.S. Census Bureau provides **2010 Census: It’s About Us** free of charge to schools nationwide.

Family Take-Home Pages

As part of the **2010 Census: It’s About Us** program, schools will receive classroom sets of Family Take-Home pages for students to share with parents or guardians. Also included will be tips and techniques for teachers about activities that will engage students and families.

Start planning now with this program time line.

What Can Media Specialists Do?

- Look for your school's **2010 Census: It's About Us** kit—it will arrive in August 2009, addressed to your principal. Ask your principal to share it with you.
- Working with your principal, distribute the materials in the kit to teachers and encourage their use.
- Help spread the word about **2010 Census: It's About Us** by putting a "Notice From the Media Specialist" in school newsletters, faculty bulletins, or in teachers' mailboxes.
- Consider scheduling a professional development session to give teachers ideas on the many ways to integrate **2010 Census: It's About Us** materials into English language arts, social studies, mathematics, and other curriculum areas. Contact your local census regional office for help. (Go to www.census.gov/field/www/.)
- Help teachers in your school take maximum advantage of the variety of free teaching resources available on the web at www.census.gov/schools.
- Don't let your school miss out on the lessons and benefits to be derived from this once-a-decade civic event that is so crucial to your community and our nation.
- Help communicate to students—and to educators, too—the vital importance of participation in the 2010 Census, and of their being "census advocates" as 2010 approaches.

➡ August 2009



Your school's Principal's Kit arrives and curriculum materials are **available** at www.census.gov/schools.

➡ August–December 2009



Your school's teachers integrate lessons into their curriculum.

➡ January 2010



Family Take-Home pages arrive in schools.

➡ January 2010



Make Your Own Census in Schools Week materials are available **online**.

➡ January–March 2010



Schedule your **Census in Schools Week** and have teachers dedicate 15 minutes daily to census lessons.

➡ April 1, 2010



Census Day!

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Attention School Media Specialists:

The **2010 Census** is coming. **You have the power** to help your colleagues and their students make the most of this important national event by making sure **2010 Census: It's About Us**, an exciting, standards-based, cross-curricular initiative, is used in your school. And it's **free**.